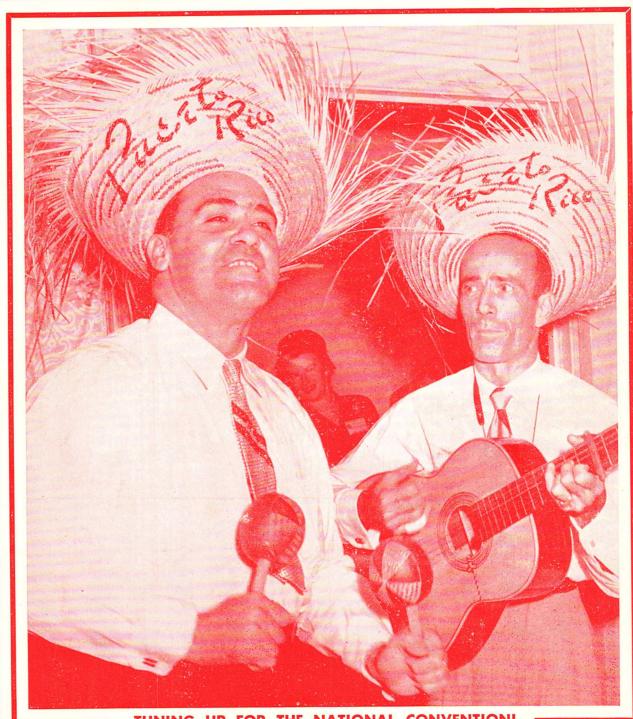
The EXCHANGITE



TUNING UP FOR THE NATIONAL CONVENTION!



In This Issue — Report to the Nation

CRIME PREVENTION

MAY 1955

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HEROLD M. HARTER

Editor



THIS MONTH'S COVER shows Exchangites tuning up for the big National Convention planned for San Juan, Puerto Rico, Oct. 5-10. This will be the most exciting, memorable "wonderful time" you ever experienced. Plan now to be there. (Send coupon on page 16, for air-transportation rates to San Juan and back; Post-Convention trip to Dominican Republic, Haiti, Jamaica; side-trip to St. Thomas Virgin Island.)

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The EXCHANGITE

Published monthly by The National Exchange Club as an educational publication for Exchange Club members

1955 CRIME PREVENTION . . .



VINELAND, N. J. Students tour police department.

ACTS FOR THE EIGHTH observance of National Crime Prevention Week, went rolling out from National Headquarters to every part of the United States. This information was sent in the form of news releases, radio continuity, TV slides, TV skits, statistics, talks, schools program, posters, other data.

ECHOING BACK CAME the most

tremendous Crime Prevention Week ever carried on in the nation. February 13 through 19, 1955, was indubitably the biggest, the most impressive, the most far-reaching Crime Prevention observance ever held.

Homes and offices, schools and colleges, public meetings and churches heard the message of 1955—"youth is involved in crime, and youth's involvement can be prevented. Crime itself can be prevented. Let's do something about it!"

Immediately following the Week, thousands of letters, photographs, newspaper clippings, lists, brochures, scrapbooks, and written comments, poured in to National Headquarters.

These gave evidence that television, radio, public forums, school assemblies, editorials, window displays, newspaper ads, proclamations, official talks, had saturated the nation with awareness of

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GOVERNORS ISSUED PROCLAMATIONS

RIGHT

WISCONSIN. . . Gov. Walter J. Kohler, Jr. (Others, I to r. Madison's Chairman George Alderson, President Robert W. Arthur, Probation Officer Louis Amborn.)

BELOW:

TEXAS. . . Gov. Allan Shivers. (Others, I to r, Austin Exchangites, Dr. Ben F. Simms, Vice President Herbert Adey, President Kenneth H. Jehn, Member John Simpson, District Attorney Les







LEFT:

NEW JERSEY...Gov. Robert B. Meyner. Others, I to r, State Vice President Robert L. Netchert, State Treasurer Stephen J. Cesare, State Public Relations Chairman Frank M. Pitt, State Cochairman Harry F. Stewart, (seated) State President Anthony E. Imbesi.

FROM NORTH, EAST, SOUTH, WEST...

ALABAMA . . . Gov. James E. Folsom: "I do request every citizen to cooperate with The National Exchange Club in this fight against crime."

WYOMING . . Gov. Milward Simpson: ". . . cooperate with the Exchange Club by lending your best efforts to this eighth annual observance."

RHODE ISLAND . . . Acting Gov. John S. McKiernan: ". . . urging all citizens to do their utmost to interest themselves in this educational program of Crime Prevention Week."

NORTH DAKOTA . . . Gov. Norman Brunsdale:
"To all—cooperate with The National Exchange
Club in observance of Crime Prevention Week."

PUERTO RICO . . . Gov. Luis Munoz-Marin: "I request the cooperation of all, in the observance of this National Week designed to combat crime."

LEADING AUTHORITIES ENDORSED ...

"... I am glad that The National Exchange Club will emphasize the fight against crime by marking February 13-19 as National Crime Prevention Week. In your praiseworthy endeavor I wish you every possible success and the full support of all our citizens."

Dwight Deanhouse

DWIGHT D. EISENHOWER
THE WHITE HOUSE

"To be healthy, a child's mind must be as properly fed as his body. . .I urge parents to give special consideration to this problem during National Crime Prevention Week."

Charles F. Murphy Administrator, Comic Magazine Code

Charle Frange

"National Crime Prevention Week can serve to alert the people to the danger (rising lawlessness) confronting us, and its observance should be a reminder that crime prevention is the duty of everyone."

John Edgar Hoover

John Edgar Hoover Director, Federal Bureau of Investigation

(Continued from page 1)

Crime Prevention Week. Constructive suggestions on how to prevent criminal acts, were a great part of this all-out effort to awaken men, women, boys, and girls, to a better national life.

YOU EXCHANGITES who took part in this National observance can be hailed only in a most general way. Even the hundreds upon hundreds of Clubs which emphasized the Week, can receive only general recognition. To each of you who participated — sincerest congratulations!

Each of you does have this satisfaction. You concretely made this world a little better place for your family to live in. A better place for all families to live in.

CLUBS BEGAN OBSERVANCES this year by placing close to 30,000 Crime Prevention posters in vital spots. This was an increase of 5,000 posters over last year's distribution.

Editorial cartoons were furnished by The National Exchange Club for the first time this year. Newspapers everywhere reprinted these.

Television slides went to practically every TV station in the United States, from National Headquarters. Written verification was received from these stations stating that the slides were being put into use. (This means every viewing family in the nation was alerted to Crime Prevention Week via TV.) Radio stations also cooperated thoroughly by using announcements and scripts furnished by The National Exchange Club.

MANY TV AND RADIO STATIONS went even further, scheduling anticrime films and programs to stress the Week. For example, the Mutual Broadcasting System again presented the Official Detective Award as its annual tribute to Crime Prevention Week.

Nearly all crime-fighting programs such as NBC's "Dragnet," CBS' "FBI in Peace and War," and Mutual's "Gangbusters," endorsed Crime Prevention Week on the major network systems.

ANOTHER "FIRST" for this year, was the nationwide salute given to The National Exchange Club by a commercial product, Wildroot Cream-Oil. Hailing the Exchange Club for its sponsorship of Crime Prevention Week, the company's full page ad appeared in "Life" and in "The Saturday Evening Post." This salute was seen by an estimated 40 million persons.

NATIONALLY KNOWN FIGURES including President Eisenhower and FBI Director J. Edgar Hoover commended The National Exchange Club for its noteworthy annual observance of this important Week. Governors in many states and in Puerto Rico, and mayors in countless cities, issued proclamations calling upon citizens to heed the Week's portent.

Two mayors, in a dual ceremony, proclaimed Crime Prevention Week in the Twin Cities of the Tonawandas, N.Y. and a dual proclamation also took place in the Twin Cities of Centralia and Chehalis, Wash. The five mayors of the Cleveland-area Clubs of the Heights, University Heights, South Euclid, Lyndhurst, and Shaker Heights, proclaimed

AWARDS WENT IN MANY DIRECTIONS...



The National Broadcasting Company's "Dragnet" starring Jack Webb, received an award plaque from The National Exchange Club for outstanding participation in National Crime Prevention Week activity. National Board Member Paul D. Dail, member of the Exchange Club of Uptown San Diego (Calif.), left, made this presentation to Jack Webb, also pictured.

BELOW:

A Columbia Broadcasting System radio program, for "outstanding effort in helping to curb crime in the United States," was awarded The National Exchange Club's citation of merit. The program was "FBI in Peace and War." Left to right are Writer Jack Finke, Director Betty Mandeville, National Regional Vice President Gerard J. Murphy of Brooklyn (N.Y.) making the presentation, and Writer Louis Pelletier.



Mutual Broadcasting System gave its third annual "Of-ficial Detective Award" to an Illinois State Trooper as part of National Crime Prevention Week observance. President Herbert K. Haas, left, is adding an Exchange Club citation, as the awardee, Sgt. Edward Stan-wyck holds the wristwatch he also received in acknowledgement of his expert police work.



Crime Prevention Week in unison. In some New England towns, such as Clinton, Mass., the Week was proclaimed by selectmen, according to early-American tradition.

Other cities in which proclamations were made, to mention only a few, were as widely scattered as Anderson, S.C.; Wichita, Kans.; Miami, Florida; Salt Lake City, Utah; Hawthorne, Calif.; Las Vegas, Nev.; Madison, Wis.; Pleasantville, N.J.; Cheyenne, Wyo.; Erie, Pa.; and San Juan, Puerto Rico.

OUTSTANDING SPEAKERS were the rule of the Week. The following names are just a few of the multitude of authorities who gave talks. U.S. District Attorney William C. Calhoun (Savannah, Ga.) spoke to a group of special guests and Exchangites. A famed criminologist who is deputy director of the state Department of Justice (Marysville, Calif.), spoke . . . the vice chairman of the Community Welfare Council (Minneapolis, Minn.) . . . Charles W. Bryant, special assistant to Gov. Arthur B. Langlie (Spokane, Wash.) . . . four speakers starred at one meeting (Marion, Ohio), a Juvenile Judge, Common Pleas Judge, Chief of Police, State Highway Patrol Officer.

District Judge Owen Thomas spoke to the entire school system (Stamford, Texas) during the Week . . . a professor of psychology from the state teachers' college (East Hempfield Township, Pa.) spoke . . . a prominent attorney (Baltimore, Md.) channeled an address in the direction of Crime Prevention Week.

A national authority on Abraham Lincoln, Judge Homer Raney, chairman of his Club's observance (Toledo, Ohio), discussed "Lincoln's Crime Prevention," quoting from Lincoln, "Let every American, every lover of liberty, every well-wisher to his posterity swear by the blood of the Revolution never to violate in the least particular the laws of the country, and never to tolerate their violation by others ... let every man remember that to violate the law is to trample on the blood of his father, and to tear the charter of his own and his children's liberty." . . . monumental headlines liberty." (Miami Beach, Florida) resulted from Dan Sullivan's address; he is head of the Crime Commission of Greater Miami.

AGAIN THIS YEAR as a Crime Prevention Week project, 100 sets of the Encyclopaedia Brittanica Jr. were presented with the compliments of The National Exchange Club, to institutions for youth throughout the United States. Officials from Exchange Clubs located near the various institutions, made the presentations. These gifts of books were greatly appreciated, with assemblies, talks by authorities, honorary dinners, and other ceremonies marking the occasion in many of the schools.

FROM THOUSANDS of items received at National Headquarters describing the Week's activities throughout the United States, the following highlights have been selected. In some cases, they are cited because they typify so well some familiar phase of the nationwide observance. In other cases, because they illustrate some new and effective way of stressing the Week's message. (Every one of these features was part of a much larger over-all Crime Prevention picture in each community mentioned.)

CHARACTER BUILDING TALKS, supplemented by special films, nailed down attention in all schools (Atlantic City, N.J.) . . . large posters riding on 100 city buses (Columbus, Ga.) drew the public's attention to Crime Prevention dates . . . police officers speaking to high-school students (Manatee County, Florida), actually set a record for student attention and interest.

A Saturday-morning TV program weekly put on by police (St. Louis, Mo.), dealt completely with juvenile delinquency and credited the Exchange Club and Crime Prevention Week for the program idea . . . eight persons held a panel discussion at a large evening meeting (Alpena, Mich.) later their discussion was broadcast via tape . . . a Club sold space for a Crime Prevention page to merchants (Martinsville, Va.), profited \$200 for youth fund . . . milkmen distributed 8,500 Crime Prevention Week leaflets (Elgin, Ill.), to sleepy citizens.

"MAN OF THE WEEK" featured by TV-Station KCCC (Sacramento, Calif.) was Exchangite Earl Washburn who seized the opportunity to give a fine talk on Crime Prevention Week; this Club's meeting for the Week was shown twice on television newscasts... 400 eager students vied in a poster contest to get a three-speed record player for the winner's school as well as \$10 worth of scrip (Provo, Utah) for himself... triumphantly, "Crimeless Thursday" (Hot Springs, Ark.)

turned out to be 24 hours with no major crimes committed.

Don McNeill on a national radio network lauded Crime Prevention Week, thanks to Chairman George Alderson (Madison, Wis.) who requested a mention on the popular Breakfast Club

Special Awards

The Mutual Broadcasting System again this year received an award plaque from The National Exchange Club for its participation in Crime Prevention Week, presented in New York by Immediate Past National President J. Benjamin Brick to Mutual's Vice Presidents John B. Poor and J. Glen Taylor. Other citations went to Cartoonist Al Capp, and Wildroot, Inc., in the form of engraved plaques presented by National Treasurer Leland D. McCormac at special ceremonies in Buffalo, N. Y.

program . . . Exchangites purchased a film for use by local police (Columbus, Ohio) juvenile division, attaching a "trailer" crediting the Club and discussing Crime Prevention Week . . . a TV forum included three judges (Bristol, Va.), one of them Juvenile Judge K. A. Pate, member of the Federal Youth Rehabilitation Study Panel . . . leading stores in their ads (Greensboro, N.C.), mentioned the Exchange Club and Crime Prevention Week.

LADIES' NIGHT AND A POLICE-WOMAN SPEAKER captured a large audience (Fostoria, Ohio) for Crime Prevention Week . . . the mayor's office was headquarters for Exchangites (Somerville, Mass.) promoting a tremendous Week . . . a civic Traffic Safety Committee may be formed (Roxboro, N.C.) as result of a state-highway-patrol talk to the Club . . . a prominent downtown building's show window (Rockford, Ill.) featured Crime Prevention Week . . . boys and girls enjoyed a weiner roast followed by an indoor party (Norwood-Birmingham, Ala.), kick-off to the Week's activities.

Seventeen talks were given (Austin, Minn.) to 17 different high-school classes . . . 35 talks (Kokomo, Ind.), and 6,000 mimeographed Crime Pre-



Safety Film . . . Columbus, O.



Police "Open House" . . . Mishawaka, Ind.



Television Panel . . . Bristol, Tenn.



Leaflet Distribution . . . East Haven, Conn.



Police Speakers . . . Eastern Delaware Co., Pa.



Posters Everywhere . . . Greensboro, N. C.



vention leaflets passed into students' hands . . . plans hatched to have students fill police and sheriff posts for one day (Shawnee, Okla.) in next year's observance . . . a number of outstanding television programs (Fort Lauderdale, Florida) were put on by Exchangites.

SLOGANS for a high-school contest (Cambridge, Md.) made a wonderful

Y.) spoke during the Week . . . parked cars were checked for keys on "Careless Tuesday" (Amarillo, Texas) Club members patrolled with police and sheriff squads . . . the "test your alertness". Rectometer fascinated visitors (Terre Haute, Ind.) to a huge police-equipment exhibit.

Memphis, Tenn., printed and spread 15,000 windshield stickers . . . had half-hour TV and radio shows, 350 radio announcements . . . discovered "Miss Crime Prevention" . . . held

Los Angeles (Calif.) metropolitan newspapers carried this statement from Police Chief W. H. Parker: "The thorough press coverage of recent Crime Prevention Week activities caused citizens to be aware of the many ways they could assist the police in the fight against crime. This has played an important part in the splendid record achieved during the first quarter of 1955. Robberies are down 29.8%; burglary is down 18.6%; purse snatching down 34%; and worthless checks reduced 18%."

assortment, ranging from "Happiness at home, Good clean play at school, Will help all children Live by the good old Golden Rule," to "Criminals are just like fish—they're always being sent up the river," both winners . . . a Kleenex sale (Pasadena, Texas) pushed during the Week, stacked up funds for the Club's crime-preventive Freedom Shrine . . . Youth Activity Day (Cheyenne, Wyo.) included among many features, a hobby-and-craft show . . . a laminated-finish brochure in brilliant blueand-white accented by red, made permanent the Club's Crime Prevention record (Laramie, Wyo.); news clippings, etc., gleamed from under clear deep gloss, easy to read, beautiful.

THE NATIONAL POSTER for Crime Prevention Week, reduced to 1/6 size on cardboard, made a dramatic cover for individual programs when Children's Court Judge Victor B. Wylegala and other officials (Buffalo, N.

Bond-award poster contests . . . had youngsters who won "What I Would Do If I Were Chief of Police" contest, be chiefs of police (three winners) with television appearances and plenty of squad-car riding.

A BASEBALL CLINIC for boys (Elko, Nev.) was part of Youth Activity Day . . . Club members examined a large telephone plant (Alliance, Ohio), as part of crime-prevention ideology . . . a busload of high-school students selected by fellow-students (Ocean City, N.J.), embarked for a county-building tour 20 miles away, saw court in action, lunched at the county home, reported on trip to their classes.

Best local athletes, boy and girl respectively, won awards (Catasauqua, Pa.) as part of Week . . . all Scouts brought their friends to a rally (Daytona Beach, Florida), while many business firms mentioned the Week in their ads . . . questionnaires passed to the audience after an FBI talk (Birming-

Getting The View From Inside . . . East St. Louis, Ill.



Award To Police . . . High Point, N. C.

ham, Ala.), drew many answers to "What Moving Picture Did Your Child Last See?" and similar thought-starting queries; a list of 25 recommended books for children also was distributed.

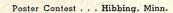
IMPRESSIVE TITLES of Police Chief, Captain, Court Judge, Clerk, circled the heads of High seniors for one day (Waterville, Maine) as students took over the duties of these offices . . . traffic officers all wore Crime-Prevention-Week armbands (Providence, R.I.) . . . high-school civics classes (Fitchburg, Mass.) attended court sessions for a day.

The great electric sign overlooking Condado lagoon (San Juan, Puerto Rico) flashed a Crime Prevention Week message to all persons who drove or walked within sight of it . . . artistic talent showed its hand (Vallejo, Calif.) in Exchange-Club-Crime-Prevention insignia carried in the city's large-store advertisements; in a "traveling bill-board" brightly designed by a Vallejo Exchangite; and in a handsome scrapbook containing the Club's report . . . sermons dealt with juvenile deliquency, for church attenders (East Haven, Conn.) who increased by 10 per cent on Go-to-Church Sunday.

MAGAZINE SUBSCRIPTIONS and 100 selected books took an honored place in the county detention home (Spokane, Wash.), a constructive move for youth by Club members . . . a contest on "How Teenagers Can Prevent and Control Juvenile Delinquency" drew more than 500 youthful entries, (The Tonawandas, N.Y.), producing two winners and group of runners-up.

REAL-LIFE TRAGEDY involving delinquency in a family and the resultant death of a child, was basis for an essay contest (Salisbury, Md.) asking young persons what they would recommend in such a case . . . check-passers' tricks of the trade were told by the police chief (Rochester, Minn.); this Club's report was presented on colorful poster paper, vivid and arresting . . . Clubs combined in many communities, as in one observance which contained tristrength (Fresno, East Fresno, and North Fresno, Calif.)

Quarter-page newspaper ads stressed Go-to-Church Sunday (Berea, Ohio), following up two Sundays of pulpit Radio Program . . . Crookston, Minn.



Television . . . Salt Lake City, Utah



Mayor's Proclamation . . . Knoxville, Tenn.

Court Tour . . . Colton, Calif.

FBI Speaker . . . Columbus, Miss.



(Continued on page 9)



Shown on opposite page—a fraction of the 100 Encyclopaedia Britannica Jr. presentations made by representatives of The National Exchange Club in 1955:

1. State Board Member George Ruscup (standing) of Yonkers, N.Y., presents books to Pleasantville Cottage School.

2. Youth Committee Chairman Paul J. Meleen (left) and President Paul B. Bradley of Clinton, Mass., with principal of Lancaster Industrial School for Girls.

trial School for Girls.
3. (L to r) Chairman Robert L. Watts, Dr. J. A. Mishkin (president of Exchange Club of Watertown, N.Y.), and Superintendent William E. Nagel of Jefferson County Chil-

William E. Nagel of Jefferson County Children's Home.

4. District Governor A. J. Koch, past president of Club of Louisville, Ky., looks over books with the principal of Louisville and Jefferson County Children's Home.

5. President Joseph C. Mitchell of Eastern Delaware County, Pa., left, and District Governor LeRoy Layton, Jr., right, with Glenn Mills School's faculty member.

6. "Space is ready and waiting" says the

6. "Space is ready and waiting," says the principal (right) of the Boys Vocational School at Lansing, Mich.. (l to r) State Board Member E. Roger Hewitt, President Clay Campbell, and District Governor Mayo Wol-

7. President Ed Parkinson of Greenville, N.C., left, presents books to State Training School for Negro Girls.

8. In Jersey City, N.J., (l to r) Vice President Harry Chasis and District Governor Henry T. Stuhr present the Encyclopaedia to Children's Home superintendent as Secretary Robert L. Netchert watches.

9. National Vice President Harold E. Mott of Washington, D.C., second from left, officiates at one of three presentations he made — here, to principal of the Industrial Home School, accompanied by District Governor Max Corozza, left, and President F. C. Schneider.

10. Parental Home for Colored Boys receives its set from President Horace Graham of the Exchange Club of Jacksonville, Florida.

Exchange Club of Jacksonville, Florida.

11. State Reception Center at Elmira, N.Y., groups its books on a desk following presentation by President Grover A. Bates, left, and State Board Member Whitney R. Allen, right. (Other men are all school officials.)

12. Parma, Ohio, gets books for Blossom Hill School via President Bernard K. Cieslak, second from left, and Past State President William A. Hawkins, right. (Parma's Mayor Stephen A. Zona is at left.)

13. National Regional Vice President B. Edward Wood turns over Britannica It. set to as-

ward Wood turns over Britannica Jr. set to assistant superintendent of the Dade County (Florida) Children's Home.

(Florida) Children's Home.

14. Exchangite Earl Schier, right, of Cincinnati, Ohio, presents set of books to board member of School of the Good Shepherd.

15. National Regional Vice President Howard F. Hulet of Seattle, Wash., presents a book set to principal of St. Euphrasia High School.

16. California's Ben Lomond Camp at Santa Cruz, received books from Chairman Jack Wilkes, left, District Governor Clifford L. Dysle, second from left, President Hugh Hinman, second from right, and Assistant Chairman Robert Darrow, right.

man Robert Darrow, right.
17. California's District Governor Mel Starkel of the Exchange Club of North Fresno, left, gives books to Camp Coarsegold's superin-

18. In Fitchburg, Mass., (l to r) Vice President Mitchell Vitelli, State President Cecil Taylor, and District Governor Philip B. Monahan hand books to Shirley Industrial School's superintendent.

19. The head of the Berks County Boys Home looks up to thank for books, (l to r) District Governor Edward Cammarota, State Board

100 ENCYLOPAEDIA BRITANNICA JR. SETS GIVEN TO YOUTH ...

The National Exchange Club, for the second consecutive year, in cooperation with Encyclopaedia Britannica Jr. authorities, presented complete sets of these books to 100 correctional institutions for youth, throughout the United States. The institutions which received the books were selected by James V. Bennett, Director of Federal Prisons.

The annual presentations once again were a feature of Crime Prevention Week. The books were sent to the various schools completely free of cost, with The National Exchange Club paying

even shipping charges to every school. Exchange Club officials living near the various institutions selected were named to present the Encyclopaedia Jr. sets formally to faculty and students.

In addition to many ceremonies and courtesies expressing gratitude, many of the schools concerned sent personal letters of thanks to Exchange Club author-

Of these dozens upon dozens of letters, the following is a sample of sentiments expressed:

"I wish you could have heard the applause and seen the enthusiasm of the group of girls when I announced to them that a new set of books had been added to our library.

"The girls really do appreciate this fine gift, and I know it will find constant use.

I am sure their scholastic standing ... will improve as a result of this ready reference material."

The beautifully bound volumes were presented during television ceremonies, in some of the cities. Four sets were presented to four institutions at once, before television cameras in Kansas City, Mo. During a presentation to a Cincinnati boys' school, an Exchange Club dignitary included Herbert Hoover's famous "Bill of Rights for Boys" in his presentation address. Chatham (N.Y.) Exchangites presented Pledge of Allegiance plaques to the institution to which they were also presenting the book set. Sharpsburg (N.C.) Exchange Club members attended a nearby presentation "en masse."

Many other incidents were reported to National Headquarters, acknowledging gratitude for this public service to youth.

Member William Marr, and Committeemen John Moran and Kramer Arnold, all of Read-

ing, Pa.

20. (L to r) Exchangite Marshall (Carbine)
Williams, District Governor Charles Dawkins,
President J. D. Neal, Exchangite Tom Williams, and at right, Exchangite Asa Bullard,
heads presentation to principal of Indusmake book presentation to principal of Industrial School for Girls near Fayetteville, N.C. 21. Rev. Harry W. Brown, left, member of the Geriatrics Study Panel of the National Committee on Education, presents books to official of Sophie Gumbel Home at New Orthons

leans, La.

22. Exchangites shown at left include Dr.
Roger M. Hehn (chairman), Crosby Dawkins,
and President Horace Graham in a Jacksonville, Florida, presentation (one of three), to Parental Home for Girls.

(Continued from page 7)

announcements urging citizens to remember this phase of the Week . . . 16,000 Club-printed Child Safety leaflets went to schools (New Bedford, Mass.).

THE NEW LIFE BOYS' Ranch (North Philadelphia, Pa.) was given a printing press . . . four adults and four teenagers combined in one panel (Pasco, Wash.) to discuss juvenile delinquency ... four times on television, the Week's message was carried to citizens (Greenville, N.C.), via panel, talk, discussion, and church program.

Four plaques went to four citizens (South Montgomery, Ala.) chosen for their "outstanding service in crime prevention" . . . an impressive police-carand-motorcycle "calvacade" visited the city's grade schools (Tacoma, Wash.) ... the "kick-off" luncheon for the Week appeared live on two television stations (San Juan, Puerto Rico).

Students (Jackson, Tenn.) interviewed a circuit judge and an attorney over radio stations. . . talks regarding Crime Prevention (Santa Cruz, Calif.) went on for three weeks in order to cover all schools in the city . . . police officer (Fort Dodge, Iowa) talked over high school's public-address system.

An essay contest (Cheyenne, Wyo.) was based on "How Can Teenagers Help Prevent Juvenile Delinquency?". . . short newspaper "fillers" entitled "Did You Know," were based on police records (Ogden, Utah), and tied in with the Club's crime analysis of the city, also published.

Jet airplanes buzzed the city (Bristol, Tenn.), followed by local pilots dropping parachutes which carried Crime Prevention leaflets, CAP news, and free theatre tickets . . . 3,000 Driver's Handbooks (Winston-Salem, N.C.) went to high school students . . . 150 high-school freshmen (Pelham, N.C.) entered the contest, "My Part in Curbing Juvenile Delinquency," in which the 15-year-old winner declared, among several resolves, "I must not dare a person to do things which will endanger his life or the lives of others."-THE END





(Left) More than 35 years of Boy Scout work brings this Golden Deeds Award to Frank B. Lewis, center, Immediate Past President Carl Tune, right, also presented flowers on behalf of the Exchange Club of Fayetteville (Ark.), to Mrs. Lewis, shown beside her husband.



(Right) A physician for nearly 52 years, accepts a Golden Deeds Award from the Exchange Club of Centralia (Wash.). The recipient is Dr. Rush Banks, 84, right, receiving a bronze statuette-replica of the Book from Past President Gus Tillman. The keen, alert physician was recognized for his years of service to local residents. Exchangites from Chehalis, and their wives, were guests at the banquet.

(Left) Mrs. Davis W. Goldstein, wife of the Golden Deeds recipient honored at a banquet and dance given by the Exchange Club of Fort Smith, Ark., here receives a Club-presented orchid corsage pinned on by President Luther Hodges, Jr., as Dr. Goldstein, center, and Dr. Ken Thompson, left, look on. The latter presented the honoree, summarizing his work in medicine and social work in a surprise ceremony, to the audience of 350 persons.





(Left) A former state representative who last year presented the Golden-Deeds-Award recipient, this year himself received the annual honor for civic betterment, from the Exchange Club of Fort Lauderdale, Florida. John Burwell, left, takes the Award from President L. S. Scoggins, as Robert H. Brown, and Vice President Roy P. Homerding, right, watch.

WAUKEGAN, ILL. A delicious dinner for nearly 60 persons, marked the Golden Deeds Award evening celebrated by the Exchange Club of Waukegan. The Award went to Mrs. Nora Diamond for her "many years of service to the community." Rev. L. H. Shonfelt, as

chairman of the Award committee, made this presentation. An address on "Americanism" and singing by a special group, added to the impressiveness.

PALMERTON, PA. This Exchange Club's eighth Golden Deeds Award went to Payson C. Bittner in the presence of a large assembly gathered at the local Lutheran Parish House. Long service to the community won this Award for the recipient. Past recipients of the Award were guests of the Club for this event. A former resident of



ONE OF THE LARGEST GROUPS OF PAST PRESIDENTS EVER ASSEMBLED (TOLEDO, OHIO)

Exchange News . . .

At a meeting honoring the Past Presidents of the Exchange Club of Toledo recently, National President Grant Macfarlane spoke on the topic, "Our Horizons." He told of the educational program of The National Exchange Club, promising that special features would be given added attention this year during his administration.

"Our Horizons should include," said

"Our Horizons should include," said the National President, "the various subjects discussed at the Louisville Convention. One of these had to do with the expansion of the home office of The National Exchange Club, either here in Toledo, or at some other point as advantageously located as is this city."

The National President mentioned the report given by Chairman T. W. Dawson, head of a committee named from the National Board of Control to comment upon the present facilities of National Headquarters. He pointed out that though they occupy more than two floors of a downtown office building in Toledo, they still were not adequate to meet the future growth of The National Exchange Club, because new Exchange Clubs are being chartered with regu-

larity. "This causes the employment of additional people," said the National President, "with such expanded facilities as are necessary, as was pointed out in the report made by Chairman Dawson."

The National President, describing that there had been a committee appointed from the National Board of Control to investigate this subject, said that he hoped before the end of his administrative term to have the honor of laying the cornerstone of a new building designed to house the National Headquarters of "our great organization." He stated that there was a constant increase of membership, and that the grand total of the membership records would show a surprisingly progressive result as predicted by the National Secretary in his report to the Louisville Convention.

the Louisville Convention.

"Our Horizons," stated the National President, "indicate that we should look to the future, and plan ahead." Closing his comment on the subject, he said, "Whether National Headquarters will be continued in this fine city or not will depend entirely upon opportunities which may be developed in other cities well-located from a transportation view-

point."

National President Macfarlane took advantage of his presence in Toledo to meet with the local Exchange Club during an Executives' Conference, which included National Vice President Harold E. Mott, National Treasurer Leland D. McCormac, and National Secretary Herold M. Harter, together with Members of the National Board of Control Millard A. Beckum of Augusta, Georgia, and Dorr J. Gunnell of Lansing, Michigan. Immediate Past National President J. Benjamin Brick was detained by illness.

The meeting was staged in honor of the Past Presidents of the Exchange Club of Toledo, thirty-two of whom were present. Judge J. Parker Edwards, Past President, presided.

Germany, now a professor at Muhlenberg College, gave a first-hand account of life under Communistic reign, as another feature of the dinner meeting. The Club also presented its Youth of the Month Award during the evening's ceremonies.

WHITEHALL, PA. " . . . teaching young people to play a game and stick to it until they win," was some of the commendation which won a Golden Deeds Award for Coach Willie Piff. He was honored by the Exchange Club of Whitefall, at a banquet attended by more than 100 persons. Past State President Donald V. Hock of Allentown was principal speaker for the occasion. Coach Piff received the title, "Man of the Year," with his Award. The Award itself was in the form of an engraved bronze statuette-replica of the Book of Golden Deeds. Another highlight of the meeting, was an eulogy for Rev. Harvey T. Sell, charter member and past president, whose death just before the Golden Deeds event, saddened members. The eulogy was delivered by Father John G. Engler, another Exchangite.

PANAMA CITY, FLORIDA. Its annual Guest Night Dinner was the occasion also of this Exchange Club's

Golden Deeds Award. The Guest Night was in honor of the Club's first completed year since chartering.

The Club's Golden Deeds Award went to Mr. and Mrs. John P. Jackson, (Honoree Jackson is a charter member of the Club.) The recipients, responsible for the most successful polio-fund drive ever conducted in Bay County, were unaware of their honor until it was announced. Approximately 100 members and their guests attended the event, held at The Cove Hotel.

State President Jack Dew of Jacksonville, was principal speaker. A songand-dance revue was another feature of the festive evening.

BALTIMORE, MD. First in this Exchange Club's Book of Golden Deeds, was the honoring of Clarence W. Miles, "prime mover of our major-league baseball club, and local citizen extraordinary." The presentation luncheon was attended by many notables. Baltimore's WMAR-TV televised the event, and news of it was spread far and wide via radio, too. This gala luncheon, marking the Club's initial Golden Deeds Award, was outstanding in every way, food, speakers, and attendance, long to be remembered by "the boys from Baltimore."—THE END







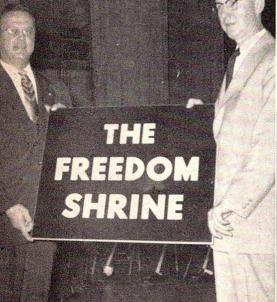
(Above, left) North Toledo, Ohio. The Exchange Club of North Toledo's second Freedom Shrine went to Central Catholic High School of Toledo, following the first presentation to Woodward High School. President R. E. Bennett, left, and American Citizenship Chairman Frank Trawinski, center, examine the Club's gift plaque with Msgr. John Harrington, principal, following presentation ceremonies at the school.

(Left) West Suburban Minneapolis, Minn. President Joseph J. Manchak, left, of the Exchange Club of West Suburban Minneapolis, has just presented a Freedom Shrine to Edina-Morningside High School, and Principal L. J. Fick is acknowledging the gift. District Governor Lloyd P. Johnson delivered the dedicatory address, and a host of other dignitaries were present for this first presentation of the Club.

(Above, right) South Side Indianapolis, Ind.

In solemn ceremonies staged before the student body of Emmerich Manual Training High School, President John Easley of the Exchange Club of South Side Indianapolis, is presenting a Freedom Shrine to the school. Participants in the program (I to r) were Exchangites Philip Ford, Urban J. Renner, John I. Hilgert, William Singer, Cecil R. Hurt, J. Wesley Brown, Indianapolis Mayor Alex Clark, President Easley, Dr. Herman L. Shibler (school board chairman), and Rev. Warren F. Mathis, Exchangite.

(Below) Ferndale, Mich. More than 100 guests witnessed presentation of a Freedom Shrine by the Exchange Club of Ferndale, to the city's Public Library. Pictured are these principals in the ceremony (l to r), Past President Harold Wilcox, Past State President Maurice Cole, Librarian Roger Wolcott, Ferndale Mayor Bruce Garbutt.





FREEDOM SHRINES . . .

SPOKANE, WASH. An editorial in Spokane's Spokesman-Review, lauded this Club for its Freedom Shrine presentation which included one of the most striking program covers ever used for this type of occasion. The cover, marking the presentation to Spokane's citizens, was a seven-bynine-inch reproduction of the Declaration of Independence,

signatures and all. In the center, was a blue-background box in which white letters stated, "The Exchange Club of Spokane presents THE FREEDOM SHRINE." Made of heavy glossy white paper, the eight-page booklet carried names of all notables connected with the presentation. Prominently included was the name of Washington's Governor Arthur B.

CHARTERED in Unity for Service

R OCK ISLAND, ILL. Praise for the good work already done by this new Exchange Club, echoed at its charter meeting which was a Saturday-evening banquet. Rock Island's mayor, the Hon. Carl F. Bauer, and other officials told of the Club's establishment of a school for retarded children of the city. This school is being named after the Exchange Club of Rock Island.

Nearly 200 persons witnessed presentation of the charter by Henry N. Marshall of Galesburg, member of the National Board of Control. "Excellent entertainment" and "beautiful decorations" were guests' reports on the party, in addition to the impressiveness of the ceremony conducted by National Board

Member Marshall.

Dr. R. W. Lambrecht, president of the sponsoring Exchange Club of Moline, presented an American flag to the new Club, on behalf of Moline Exchangites. In turn, Moline received a National Service Award, a Banner, for its sponsorship, and Awards in the form of Lapel Emblems, went to Committeeman Calvin Ainsworth, Jr., and his coworker, Dr. Harry R. Parr (state board member), for their sponsorship efforts. Dr. Charles E. Lauder of Monmouth, District Governor, presented these Awards, with an effective address which included welcome to the new Club.

Flowers were the gift of the State Clubs to the new group, as well as a bell-and-gavel set presented by State President Erwin E. Latowsky of Urbana. Dr. Harry Parr, member of the state board of control, presented the

gift of flowers.

Television later carried the new Club's charter-meeting picture. Exchange Clubs were represented from two cities in Iowa, Waterloo and Davenport, as well as from Zion, Urbana, Champaign, Monmouth, Aledo, Galesburg, and Moline. Among special guests were Im-

mediate Past State President Wilfred J. Brownlow of Zion, and State Secretary Harold E. Hill of Champaign.

President Charles E. Mory will be assisted by Vice President Douglas M. Botsford, Secretary Gayle A. McCoy, Treasurer Edward F. Muench, and these additional board-of-control members: Lynn H. Hoover, Richard E. Jeanes, Rev. Herman E. Soderberg, Lloyd R. Larson, Robert W. Brinn, and Herman Levin.

EMPLE-BELTON, TEXAS. Temple Country Club was the scene of the charter meeting of this new Exchange Club. Many leaders of civic groups gathered with Exchangites, their wives, and other guests, to give the new Club a happy start.

The charter passed from the official hands of J. Don Abel of Austin, member of the Commerce and Industry Study Panel of the National Committee on Education, to the waiting hands of President Berry L. Altman. National Panel Member Abel also is state presi-

dent.

A National Regional Vice President—Jefferson D. Dickey of Dallas—presented National Service Awards for sponsorship. One of these, a Banner, went to the Exchange Club of Waco. The other two, Lapel Emblems, went to Committeemen Walter L. Tandy and LaMar McGinnis. President Gordon K. Connally of the sponsoring Club, gave the new Exchangites a Club gift, a flag.

The banquet marking the charter presentation was followed by a dance. Prior to this, with the other ceremonies, State Secretary B. H. Amstead of Austin, bidding the new group welcome to the state, presented it with a bell-and-

gavel set.

Other Temple-Belton officers are Vice

President John W. McDonald, Secretary A. Reginald Evans, Treasurer Charles E. Fuller, and these added members of the board of control: Dr. Coleman H. Bailes, Jr., Curtis A. Younts, Fred Cecil Smythe, Dr. Ernest W. Keil, Dale Cearley, and John T. Williamson.

ORTH MINNEAPOLIS, MINN. A ballroom draped with blue-and-gold crepe paper, and these same colors blanketing the dining tables, made the charter party of this Exchange Club an impressive sight. Colorful balloons around lights at the doorways, and three magnificent floral centerpieces for the tables, added breathtaking beauty to the scene. Another impressive touch for this party, was a gift of roses for every lady present.

T. W. Dawson of Minneapolis, presented the charter. He is a member of the National Board of Control. Board Member Dawson substituted for National Regional Vice President William J. Nierengarten of Austin, who was unable to be present because of a sleet storm which marooned him 50 miles

from Minneapolis.

National Service Awards went to the Exchange Club of South Suburban Minneapolis, and to Committeemen C. Addison Dahl (Club treasurer) and Richard J. Tutewohl. The Club received a Banner, and the committeemen, Lapel Emblems, for sponsorship. District Governor James Henry presented these Awards.

State Board Member E. J. Fossum of Rochester, was among Exchange-Club dignitaries present. The sponsoring Club gave the new group a bell and gavel, presented by President Sydney A. Larson. An American flag was scheduled to be presented by the State Clubs later.

Many local and outlying Exchange Clubs of the area, had representatives at this dinner-dance meeting Don H.

Langlie who gave the principal address.

The Coliseum, magnificent new meeting place of the city, was scene of the ceremonies, and the Freedom Shrine has been permanently housed in its foyer.

The dedication was in the form of a Sunday-evening patriotic program attended by hundreds of men, women, and children. The Whitworth College Choir, an Air Force Concert Band, members of the Spokane Musicians Association, and Infantry Regiment of National Guard (all pictured in the program), contributed brilliance for the beautifully planned ceremony. Dr. C. Clement French, president of the State College at Pullman (Wash.), gave the dedicatory talk, following Governor Langlie's address.

FALL RIVER, MASS. This Exchange Club's fourth Freedom Shrine was presented to the Case High School at

Swansea, Mass., a suburb of Fall River. Secretary George West reported this outstanding record of four presentations by his Club, since its chartering in 1952.

EAST TOLEDO, OHIO. Publicity with a photograph in the daily *Toledo Blade*, accompanied this Exchange Club's presentation of a Freedom Shrine to Waite High School. Judge Amos L. Conn of Toledo, member of the National Committee on Jurisprudence and Laws, was among those taking part in the ceremony.

NEWARK, N.J. Continuing its project of placing a Freedom Shrine in every school in the county, this Exchange Club gave a Freedom Shrine to Alexandria High School. The presentation took place during a school assembly. This was the Club's fourth presentation. The Club conducted a festival-queen contest to determine which school would be next in line to get the document display.—THE END

Mickelson is new-Club president; other officers are Vice President John M. Goethe, Secretary Douglas E. Lindeman, Treasurer Robert H. Baker, and Board-of-Control Members William E. Bowers, O. L. Danielson, Harold D. Campbell, Warren W. Hart, Dave C. Walden, and Dr. Harold F. Carlson.

GOUTHFIELD TOWNSHIP, MICH. This new Exchange Club received its charter in a meeting held at Rose-mond Hills Inn, near Detroit. Presenting the charter was E.E.Van Cleaf, Executive Assistant to the National Secre-

Many Clubs were represented among the nearly 200 Exchangites and guests present, including, those of Grosse Pointe, North Detroit, Birmingham, Berkley, Hazel Park, Battle Creek, Jackson, Ferndale, Royal Oak, Eastern Detroit, Northwest Detroit, and Troy Township.

Gifts to the new group consisted of a bell-and-gavel set presented by President Theodore F. Hughes of the sponsoring Exchange Club of Berkley, and an American flag presented by Dr. Herman A. Meinke, member of the state board of control, on behalf of the

state Clubs.

National Service Awards for sponsorship, went to the sponsoring Club, and to these Committeemen, Ray Peterson and Harry Leach. District Governor Herbert D. Grimm of Hazel Park. presented these Awards.

President Marvin M. Martin extended a welcome from the new Club. Other officers are Vice President James E. Walsh, Jr., Secretary Ray Peterson, Treasurer Domenic J. Ferranti, and these other members of the board of control: Joseph G. Masters, Harold G. Roth, George W. Lawler, Harry Leach, G. Claude Bennett, and Robert G. Rauss.

Dancing concluded the festive even-

ERNON, CALIF. Every guest at the big chartering party of this new Exchange Club, received a fine water glass, bearing the inscription "Exchange Club of Vernon." These were the gift of Exchangite Dick Cutter of the Owens Illinois Glass Company.

After marking each place at the dinner table, each glass was taken home by the Exchangites and their guests. A group of these water glasses also was

given to the Club.

A member of the National Extension Committee, Wilson H. Rutherford of Alhambra, presented the new Club with its charter. The Exchange Club which sponsored the new group was that of



California State Exchange Clubs. Second annual California Model Airplane Championships are being held May 21-22, at the U.S. Naval Air Station at Moffett Field. Among principal officials of this big model-airplane meet, are (I to r) State Board Member Lawrence E. Montgomery (state chairman of the Model Aviation Committee), Captain Paul W. Watson (commanding officer, Moffett Field), and Exchangite Bert L. Legg who is general chairman of the statewide event. The Championships are being presented by the Exchange Club of San Jose, coordinating with the Navy.

THEIR VISITATIONS COMPLETED

These District Governors Have Made All of Their Official Visits to Clubs

A. Edward LaChapelle R. I. Dist. No. 1

> Walter F. Zick Nev. Dist. No. 3

J. Robert Ware Calif. Dist. No. 1

Arthur T. Ousley S. C. Dist. No. 6

James M. Walker, Jr. Ga. Dist. No. 4

J. William Neely, Jr. S. C. Dist. No. 2

> Joe Caughlan Calif. Dist. No. 2

Dr. Milo S. Priske N. D. Dist. No. 1

Dr. Jack C. Buchholz Nev. Dist. No. 1

> George Solomon N. Y. Dist. No. 8

Maywood-Bell Industrial District, and two members from there received National Service Awards in the form of Lapel Emblems, for effort put forth in sponsorship. They were Committeemen Donald H. Ford and Robert H. Nieweg. The Club received the same type of Award in the form of a Banner. These presentations were made by District Governor Elvin C. Reed of Huntington Park.

District Governor Ted D. Ralston of Burbank, and Al Birdsall, past District Governor, were among the prominent Exchangites present.

Held in the Coral Room of the Roger Young Auditorium, Los Angeles, the meeting included representatives from the Clubs of Huntington Park, South Bay, Hollywood, Alhambra, South Gate, Downey, Long Beach, Monterey Park, Westchester, Compton, Maywood, Altadena, and Burbank.

President Floyd D. Pierce of the sponsoring Club, gave the new Exchangites an Exchange Club Banner. The State Clubs' gift, presented by Glenn Gerkin, was a bell and gavel.

President Edward F. Relth will be assisted by Vice President Stanley M. Sundin, Secretary Clyde A. Ford, Treasurer C. L. Golding, and Board of Control Members Jay G. Snow, Paul C. Berkey, F. James Gunther, James R. Young, Basil H. Smith, and Robert A. Gallaher.



Reading, Pa. State Board Member William M. Marr (standing, right) as toastmaster presented plaques to Past President Max Baerncoff and Past President Leonard J. Haag (both seated), marking 25 years of Club service for each. Also shown at the Club dinner-dance honoring these Reading Exchangites, are State President Joseph P. Geatens of Norristown, and Club President Robert P. Weiherer (I to r, standing).



Charleston, S.C. A new six-star General acknowledges the honor conferred by Charleston Area Exchange Clubs at a District No. I meeting where he was speaker. Immediate Past National President J. Benjamin Brick of Atlantic City, N.J., is now a "senior, senior, senior officer" of the Grand Army of the Sumter Guards.

NEWS OF EXCHANGE . . .

FINDLAY, OHIO. The gleaming silver cover of the program for the 14th annual Ohio State Exchange Clubs Spring Conference, proclaimed a silver anniversary for Findlay, host Club. Its 25 years of Unity for Service were further celebrated within the program which was filled with excellent photographs and easy-to-read history of the Club as well as Conference agenda.

The Conference began with a social hour and buffet supper on Saturday, and included group singing and a musicale, "The Life of Victor Herbert," presented by Exchangettes. Door prizes and dancing added to the evening's fun. Sunday, a devotional period, model-airplane discussion, and a forum covering three subjects, filled the day. A gala breakfast, also a talk and pottery demonstration, starred on Sunday for the ladies. Grand conclusion of the Conference was the dinner at 12:30 p.m., at which Dr. Tennyson Guyer was speaker. More than 150 men gathered for the spring event. State Board Member Frank Westall and Past President John Schott

were Conference co-chairmen. State President Arnold O. Lundberg and State Vice President Howard French presided during the meetings.

ALTADENA, CALIF. This new Exchange Club's youth-activities chairman, George Bailey, has been made vice president of the local baseball league which includes more than 250 boys from 8 to 12. He helped found the league, and also a league for boys of 13 and 14. He is also active in Cub Scout work.

WEST YORK, PA. The retiring president of the Exchange Club of West York, Spurgeon Rohrbaugh, was presented with a pictorial record of Club projects and activities which occurred during his reign. The record was composed of large glossy photographs attractively mounted inside transparent sheets, placed in a binder, resulting in a thick book of inviting pictures.

VERO BEACH, FLORIDA. Christmas-tree selling is the major fund-raising project of the Exchange Club of Vero Beach, and it has enabled them to raise an annual goal of

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Altadena, Calif. The Queen (Nanette Pittman) of the Hard Times Party staged by the Exchange Club of Altadena, acquires a patch via the skillful needlework of Exchangite Dean Goff as Fellow Club Member Bob Edwards observes. The Town & Country Club affair included 300 celebrants who dined, danced, and had so much fun they plan to make it an annual events, reports Secretary Samuel Akers.

\$1,000 for two years in succession. Merchants in the city, have voluntarily ceased selling trees to help the Club. In return, the Club keeps its tree prices down to the same prices for which merchants would have sold them. The money goes to the Sunshine Center, a local school for handicapped children.

KLAMATH FALLS, ORE. Adhesive tape was stretched a full city block at Klamath Falls, for the annual polio collection. The Exchange Club cooperated with another civic group, to pick up contributions which adhered to the tape at the rate of \$58 an hour. A total of \$567 was final count for the polio coffers. Of this, Exchangites collected \$408, aided by publicaddress announcers from the city's high school.

FARGO, N.D. The Salvation Army of Fargo presented its "traveling trophy" to the Exchange Club, during meeting ceremonies. The trophy is annually given to the civic group collecting the most money by bell-ringing at Christmastime.

CALENDAR OF EVENTS

1955 STATE CONVENTIONS

ALABAMA MISSISSIPPI June 23-24-25 Biloxi May 13-14 Gadsden NEW YORK June 9-10-11 Olean CALIFORNIA June 23-24-25 Santa Cruz CONNECTICUT June 24-25-26 NORTH CAROLINA Aug. 19-20-21 Charlotte Moodus FLORIDA OHIO June 10-11-12 Columbus May 20-21-22 Daytona Beach GEORGIA June 23-24-25 PENNSYLVANIA June 16-17-18
Bedford Springs Rome ILLINOIS SOUTH CAROLINA May 27-28-29 Charleston May 13-14-15 Belleville TENNESSEE INDIANA June 9-10-11 June 24-25 Lafayette Knoxville TEXAS June 16-17-18 Dallas MASSACHUSETTS June 3-4-5 Winchendon MICHIGAN VIRGINIA June 5-6-7-8 June 17-18-19

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through July 24

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1955 NATIONAL CONVENTION

SAN JUAN, PUERTO RICO

October 5-10

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SAN JUAN, PUERTO RICO, OCT. 5-10

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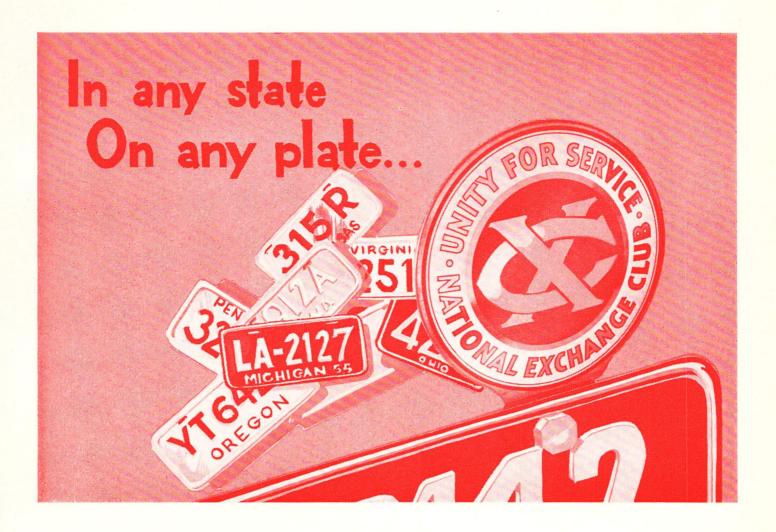
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